Welcome. It’s my pleasure to meet.

JEFF TIPPETT
Federation of Tax Administrators
Educational bureaucracy has taught us that an "F" means failure. They're wrong.

Getting an "F" means finally!

Jeff Tippett
MANIPULATION v. PERSUASION
ALL CHANGE WILL BE PRECEDED BY A MINDSET SHIFT.

THE SAME OLD THINKING WILL ONLY YIELD THE SAME OLD RESULTS.

JEFF TIPPETT
Capture

- Craft A Simple Message
Text “persuade” to 66866 for a free chapter of my book, on Crafting a Simple Message
IN PERSUASION, LESS IS MORE.

CUT TO THE HEART OF THE MESSAGE;
LEAVE ONLY WHAT'S NECESSARY.

JEFF TIPPETT
Capture

- Craft A Simple Message
- Catch Their Attention Early
In a sea of sameness, show what makes you unique - but only if you want to stand out.

Jeff Tippett
Capture

- Craft A Simple Message
- Catch Their Attention Early
- Make Your Message Sticky
REPETITION ISN'T REDUNDANT, IT'S MAKING YOUR MESSAGE MEMORABLE.

JEFF TIPPELT
Connect

- Focus On Your Audience’s Win
YOUR WIN COMES THROUGH THEIRS; IT'S NOT ABOUT YOU.

JEFF TIPPETT
Connect

- Focus On Your Audience’s Win
- Bond With Your Audience
Connect

- Focus On Your Audience’s Win
- Bond With Your Audience
- Earn Your Audience’s Trust
Trust alone won't allow you to persuade, but a lack of trust makes persuasion impossible.

Build trust, and you will succeed.

Jeff Tippett
Convince

- Position Your ‘Ask’ For A ‘Yes’
LOCATION IS EVERYTHING;
POSITION YOUR 'ASK' SO PEOPLE WILL SAY YES.

JEFF TIPPETT
Convince

- Position Your ‘Ask’ For A ‘Yes’
- Craft A Call To Action Your Audience Can’t Resist
THE RIGHT CALL TO ACTION CAN MAKE OR BREAK YOUR CAMPAIGN.

JEFF TIPPETT
Convince

- Position Your ‘Ask’ For A ‘Yes’
- Craft A Call To Action Your Audience Can’t Resist
- Establish Yourself As The Industry Expert
Mom:

I got an A in Chem!

WTF, well done!

Mom, what do you think WTF means?

Well That's Fantastic
"What does IDK, LY & TTYL mean?"

I don't know, love you, talk to you later.

OK, I will ask your sister.
Mom

Your great aunt just passed away. LOL"

Why is that funny?

It's not funny David! Wht do you mean?

Mom lol means laughing out loud!

Ohmy goodness!! I sent that to everyone I thought it meant lots of love. I have to call everyone back oh god
DISCOVER WHAT SETS YOU APART, ESTABLISH YOURSELF AS THE INDUSTRY EXPERT, AND CHANGE THE WORLD.

IN THAT ORDER.

JEFF TIPPELT
Capture • Connect • Convince
Three Things All Superheroes Have That You Don’t
Specialized Knowledge

Code: nestoa2019
A Superhero Name
A Superhero Costume
EVERY GREAT MOMENT OF INSPIRATION IS FOLLOWED BY AN EQUALLY GREAT MOMENT OF NAUSEA.

PUSH THROUGH THE UNCERTAINTY.

JEFF TIPPETT
Grab Your Cape